

FLEXIBLE LOYALTY POINTS PROGRAMS

ABSTRACT OF THE DISCLOSURE

5 A disclosed a loyalty program transaction network provides a plurality of
loyalty program instrument generation sites that award loyalty points. The loyalty
points may be stored on loyalty point instruments such as printed tickets, magnetic-
striped cards, room keys, portable wireless devices and smart cards. The loyalty
program instruments may be issued to a patron of a gaming establishment without
receiving identification information from the patron. At a loyalty program validation
10 site, the loyalty program instruments may be used to redeem loyalty points for goods
and services or the loyalty program instruments may be used to add loyalty points to
an existing loyalty program account. Loyalty points may be earned by the patron
during a number of activities such as playing a gaming machine, playing a game of
chance, a food purchase, an entertainment purchase, a transportation purchase, a
lodging purchase, a merchandise purchase and a service purchase.

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